

Method for on-line outsourcing of customized merchandise
containing personalized logo

Abstract

5 A method for on-line outsourcing of customized merchandise containing at least
a personalized logo. An on-line remote customer personalizes preferred logo image
and customizes preferred merchandise image by selecting image parts and part
elements stored, respectively, in logo image and merchandise image databases. The
server generates a customized merchandise image containing at least a personalized
10 logo image after receiving the remote customer's indication of the location(s) and
size(s) of the personalized logo image to be incorporated with the customized
merchandise image. Outsourcing and customization order databases store,
respectively, information of outsourcing invoice and customization order records. The
server transmits the customized merchandise image containing at least a personalized
15 logo and outsourcing invoice to a supplier to bind the production of the tangible,
customized merchandise. The server also transmits the customized merchandise
image containing at least a personalized logo and customization order to the remote
customer to bind the customization.